

WWC, DEPARTMENTAL ORGANIZATION

(1) EXECUTIVE DIVISION

I. Personnel

- A. General Manager
- B. Station Manager

II. Functions:

- A. Controls the finances.
- B. Establishes policies
- C. Public Relations.
- D. Controls the daily operations as they come up.
- E. Is concerned with the entire operation of the station.

(2) PROGRAM DIVISION

I. Program Manager

- A. General statement: Concerned with creating, developing, and programming shows.
- B. The Program Department is responsible for entertainment and cultural broadcasts, for coordination of the broadcast schedule and also for the provision of production personnel and facilities to the Public Affairs Department when needed.
- C. Additional Functions:
 - 1. Fundamentally: The clearing house for all program ideas.
 - 2. Must be conversant with program trends.
 - 3. Maintain a daily written schedule.

WFO, ENTERTAINMENT ORGANIZATION

(1) EXECUTIVE DIVISION

I. Personnel

A. General Manager

B. Station Manager

II. Functions:

1. Controls the time table.

2. Establishes policies.

3. Handles publicity.

4. Controls the daily operations as they come up.

5. Is concerned with the entire operation of the station.

(2) PROGRAM DIVISION

A. Program Manager

1. General statement: concerned with creating, developing,

and promoting shows.

2. The Program Department is responsible for entertainment and

editorial programs, for coordination of the program schedule

and also for the provision of production personnel and facilities

to the radio. It is the department most needed.

C. Additional Functions:

1. Administratively: The clerical work for all program shows.

2. Must be convenient to program trends.

3. Maintain a daily written schedule.

a. Schedule will include the studio, time, announcer, and program elements involved.

b. Distributed to all parties who need it.

II. Production Department

A. Personnel:

1. Directors of Production.

a. Producers: Dramatic

b. Producers: Music

B. Functions:

1. To produce the show. Responsible from script to finished show.

a. Script

b. Music

c. Sound

d. Engineers

e. Schedule

f. Talent

III. Supervisor of Announcing

A. Functions:

1. Selects, assigns schedules, and supervises the activities of all announcers.

2. Works closely with the program director and other executives requiring the services of announcers.

3. Knows the type of person most capable of doing the best job for a particular kind of broadcast.

4. Auditions and selects the announcing staff.

5. Trains the announcers.

6. Arranges for the announcer's copy.

- a. Puts it in the proper file.
 - b. Continuity Department actually prepares this copy.
7. Arranges the announcer's schedule.

IV. Continuity Department

A. Editing and Copyright Department

1. Functions: The Editing and Copyright Department determines the acceptability of new business for the station, administers program standards and handles music and literary clearance and new program ideas. Both sustaining and commercial scripts are cleared through this department before being released for broadcast.

B. Program Writing Department

1. The Program Writing Department is responsible for continuities provided by staff and free lance writers.
2. It originates and supervises dramatic entertainment programs.
3. This copy is sent to the Editing and Copyright Department for check before being released for broadcast.
4. Creates announcer's copy.
5. Handles daily continuity, office routing, and staff writing performance.
6. Creates commercial copy.
7. Creates musical continuity.
8. Handles dramatic shows: creating, rewrite, and selection of non-staff copy.
9. Checks length of commercial copy. No more than 0:03:15 on a 0:15:00 show.
10. Prepares station-breaks and station identification.
11. Prepares copy to be used in advertising the Divisions and Departments of Stephens College.

V. Director of Program Development

A. Functions:

1. To develop new programs

VI. Supervisor of Sound Effects

A. Functions:

1. Responsible for creation of manual sound effects.
2. Responsible for recorded sound effects.
3. Works closely with Music Library.
4. The Sound Effects Department provides all sustaining and commercial programs with sound effects.
5. It also designs, develops and constructs sound effect equipment and assists program directors and clients in production problems involving sound effects.

VII. Serious Music Department

A. Director

B. Functions:

1. Work with the Conservatory in the creation of serious music programs.
2. Create serious music programs from material available in the Music Library.

VIII. Popular Music Department

A. Director

B. Functions:

1. Work with the Conservatory in the creation of popular music programs.
2. Create popular music programs from the materials in the Music Library.

IX. Director of Auditions and Casting

A. Personnel: Director

B. Works with the Faculty in:

1. Arranging for auditions.
2. Keeps a file of those who have passed various types of auditions.
3. Casts the musical and dramatic shows.
4. Holds auditions for faculty members and townspeople.
5. Auditions the rehearsals of special events programs and interviews in order to aid the participants.

X. Director of Women's Programs

A. Personnel: Director of Women's Programs.

B. Functions:

1. Creation of Women's Programs.
2. Presentation of Women's Programs.

XI. Children's Program Department

A. Personnel: Director of Children's Programs.

B. Functions:

1. Creation of Children's Programs.
2. Presentation of Children's Programs.

XII. Music and Transcription Library.

A. Personnel

1. Manager, Music and Transcription Library.
2. Library Supply
3. Program Supply

B. Functions:

1. The Music and Transcription Library contains items of music of all types; orchestral, instrumental, voeal, choral, operatic,

etc., and a collection of bibliographical and reference books on music.

2. The library is divided into two sections; one for building up or supplying the library, and the other for supplying programs.
3. There is a third division independent of the above. It is devoted to music arranging, orchestrating, composing, copying and cataloging.

C. Other Musical Services:

1. Maintenance of the actual physical music.
 - a. Sheet music.
2. Service the physical music
3. Obtain clearance of the music.
 - a. Check with the Editing and Copyright Department.
4. Maintain a staff of arrangers.
5. Maintain contacts with composers and musicians.
6. Have charge of setting-up "Stand-bys" for shows which might fold up and be unable either to go on or to continue.

D. Transcription Services.

1. Keep up a library of recordings.
2. Service transcriptions.
 - a. Receive
 - b. File
 - c. Schedule
 - d. Play
 - e. Return

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(3) PUBLIC AFFAIRS AND SPECIAL EVENTS DIVISION

I. Personnel

- A. Manager
- B. Director of News Broadcasts
- C. Assistant Director of News Broadcasts
- D. Director of Special Events
- E. Director of Education
- F. Director of Talks and Forums
- G. Director of Religious Broadcasts
- H. News Staff
 - 1. News editor
 - 2. News reporters
 - 3. News analysts
- I. Special Services Editor

II. Functions:

- A. Maintaining Staff of news reporters and news writers
- B. Maintenance of news services and equipment
 - 1. News services
 - a. PA of AP
 - b. Wire recorder
 - c. Field transmission crew
 - d. Sports and special events reporters
 - 2. Be on toes and have news ready at the time it is news.
- C. Building and scheduling of news shows.
- D. Servicing of commercial news shows.
- E. Planning and building of special events shows.
- F. Sports programs
- G. This division has developed from the Program Division into a unity of its own.

- H. The Public Affairs and Special Events Division arranges to cover any and all important news for immediate or later broadcasting.
- I. News is covered by staff news reporters and in many cases reported on a regularly scheduled news period by the man who covered the story. (This Division could easily be enlarged with department heads such as the editors and reportorial staff of a newspaper.
- J. The primary purpose of the Public Affairs and Special Events Division is the gathering and broadcasting of news in its various forms - straight news, feature news, analyses, special events.

Running parallel to this primary objective, however, are a number of functions - the servicing of non-news programs which require special news pickups or brief news inserts; the checking of news prepared elsewhere on such programs for accuracy; and edipholing, processing and distributing of news obtained by monitoring and short wave broadcasts from other nations.

- K. All of these functions are handled by a general news division staff divided into three distinct sections.
 - 1. The news writing staff itself makes up one section.
 - 2. A staff of special writer-broadcasters, including those selected for special one-time broadcasts make up a second category.
 - 3. The third is the shortwave listening post staff.

III. Educational Broadcasts and Talks

A. Education Section

1. Functions:

- a. Responsible for administration and operation of the Education Department.

I'. Supervises all programs planned and produced by the Department.

AI. Plans the programs, assigns writers and directors, conducts story conferences, edits scripts.

B. Religious Broadcasts Section.

1. Functions:

- a. Arranges all regular and special religious broadcasts.
- b. Approves all religious scripts.
- c. Represents the station at all religious meetings.

(4) PROMOTION AND PUBLIC SERVICE DIVISION

I. Personnel

A. Director of the Promotion and Public Service Division

B. Assistant Director, in charge of Advertising and Promotion

- 1. Works with the Sales Division and the Program Division - that is, with the Sales Manager and Program Manager.

C. Assistant Director in charge of Public Service.

1. Special News Service.

- a. Work done by Special Services Editor of The Public Affairs and Special Events Division.

I'. WWC Bulletin Boards

II'. Social Studies

III'. Science

IV'. Consumer Education

V'. Journalism

VI'. Radio

VII'. Religion

VIII'. Foods

IX'. Fashion

X'. Mathematics

XI'. Psychology

XII'. Aviation

XIII'. Vocational Guidance

XIV'. Administration

XV'. Vocational Guidance

2. Transcription availabilities.
3. Program offerings and analysis
4. Assistant Director in Charge of Audience Promotion.
5. Assistant Director in Charge of Visual Publicity.
6. Assistant Director in Charge of Press Relations and Information.
 - a. Stephens College Public Relations Department
 - b. Photographs.
 - c. Newspapers
 - d. Magazines
 - e. Radio Trade Journals
 - f. Educational Journals
 - g. Wire services

II. Functions

A. Advertises

1. Has nothing to do, in this particular situation, with selling the product advertised on the show.

B. This Division works closely with the Sales Division in promoting sales and results.

1. May work on building audiences for the programs
2. May work to promote the station as a unit.

C. The PRESS INFORMATION DEPARTMENT maintains a constant flow of information concerning WWC policies, operations, its stars, and programs to newspapers, magazines, radio stations and advertising agencies.

D. The SALES PROMOTION AND ADVERTISING DEPARTMENT.

1. The Sales Promotion Department prepares radio, magazine, newspaper, trade paper and direct mail advertising for WWC.
2. It prepares general and special analyses of coverage and all other

factors affecting sales of given time periods or programs for use by the sales department.

3. Individual and over-all campaigns of advertising and other devices for the promotion of all sponsored programs and many sustaining programs are prepared.
4. This Department also prepares promotion material for WWC (as distinct from advertising).
5. Sales Promotion is a service department for the following other departments: Executive, Research, Radio Sales, Program, and Press Information.

✓(5) ENGINEERING AND RECORDING DIVISION

I. Personnel

A. Chief Engineer

B. Assistant Engineers

1. Studio engineers
2. Field engineers
3. Transmission engineers
4. Recording engineers

II. Functions

- A. This Department performs or supervises all important technical adjustments.
 1. He consults with other department heads when plans are being drawn for special broadcasts of a remote or studio origination.
 2. He must be well informed on all FCC regulations relative to engineering requirements and practices.
 3. All engineers work directly under the chief.
 4. Is responsible for anticipating technical requirements and developments, and for advising the Executive Department on engineering matters.

- a. This includes the engineering phases of the station license, frequency allocations, and FCC applications.
 - b. The department designs and installs broadcasting equipment and allied facilities.
- 5. Has charge of the technical operations of all WWC facilities in connection with studio, maintenance-construction, field, master control, and transmitters.
 - 6. This department works with other WWC personnel on the standardization of operating routines.

(6) TRAFFIC DIVISION

I. Personnel

- A. Director
- B. Assistants

II. Functions:

- A. Routes all programs over transmission lines: speakers; studios to the transmitter and to the air.
 - 1. Studios
 - 2. Remotes
 - 3. Recordings
- B. Secures and distributes all cue data
- C. Usually works under the Program Manager and the Sales Manager.
 - 1. Sees to it that all commercials are programmed for the following day.
 - 2. The traffic department may be made up of one, or many persons, depending upon the size of the station.
- D. Issues all orders and operating instructions to the communications companies and to the Engineering Division and to other WWC personnel

for the re-arrangement of program transmission, such as switches, reversals, cut-ins, etc., as well as for any special program transmission facilities required.

- E. It issues routing instructions to the Operations Department for inclusion on the Daily Operations Sheet, covering the routing of all sustaining and commercial programs.
- F. Provides operating instructions to the Engineering Division and the Operations Department as to the station's program transmission facility setup, plus operating cues and timing where required on programs.
- G. It provides all WWC Divisions and Departments with an advance program schedule (both sustaining and commercial programs) plus subsequent changes and corrections to the advance schedule.
- H. Prepares commercial program certificates of Service Performance for the Accounting Department.
- I. Checks all communications companies' bills for services rendered.

(7) PERSONNEL DIVISION

I. Functions

- A. The Personnel Division administers all personnel procedures. This includes interviewing applicants for all types of positions, handling of transfers, classification, the processing of payroll and personnel changes, hospitalization, sick leave and severance pay, vacations, and time records.

(8) TRANSPORTATION, MAIL, FILE, MIMEOGRAPHING AND PROGRAM

TYPING DIVISION

I. Personnel

- A. Directors
- B. Assistants
- C. Every individual on the staff of WWC will work in the T-M-F-M-P-T Division 15 days of each semester.

II. Functions

- A. The Transportation, Mail, File, Mimeographing and Program Typing Division handles incoming and outgoing mail, the segregation of fan mail, and other deliveries.
- B. Filing all station correspondence, mimeographing press information releases, scripts, and maintaining mailing lists.
- C. Handles all program typing.

(9) SALES DIVISION

I. Personnel

- A. Sales Manager
- B. Sales Representatives

II. Functions

A. Local Sales

- 1. Handles local sales
- 2. Contacts the sponsors
- 3. Services local accounts
- 4. In effect, is tied in closely with production.

B. National Sales.

- 1. Many national advertisers like programs originates in independent stations.

C. Sales of recordings and transcriptions.

- 1. The transcribed spot: five seconds to five minutes

D. Is primarily concerned with efforts and ideas for selling station time and programs.

E. Allots a group of local firms to be serviced by each salesman.

- F. Works closely with the station's national representatives, servicing a national advertisers.
- G. Is responsible for selling the non-sustaining time and programs of WWC.

(10) RESEARCH DIVISION

I. Personnel

- A. Director
- B. Assistants

II. Functions:

- A. Heads activity on the station's coverage and audience.
- B. Makes surveys and studies which may be of benefit in sales and promotion of station's facilities.
- C. Initiates research and develops technics in marketing and audience research in the interests of advertisers and their agencies and in the matters of interest to the radio industry as a whole.
- D. Audience Description: The study of the size of program audiences, the tuning behavior of listeners and the composition of the family audiences for specific programs and time periods.
- E. Records Analysis: The maintenance and analysis of statistics concerning advertising expenditures in radio and other media; the collection of quantitative data about WWC program operations, including such factors as number of broadcasts, breakdown by types of broadcast; maintenance of a large amount of data concerning the broadcast schedules of programs, talent appearances, and other information to answer listener and inter-departmental requests.
- F. Market Analysis: The collection and intensive analysis of data about WWC's coverage and listening area; the analysis of the economic characteristics of the area served by WWC; and the development of further

refinements in the technics of measuring the circulation of the radio medium, as distinct from the audience size of specific programs.

G. Qualitative Research: Research in the field of audience reactions - as distinct from audience size - to various program materials; studios designed to uncover the "why?" of audience likes and dislikes, to implement the research of "how many listen?"; surveys of public opinion on many subjects related to radio program materials and radio's part in the world today.

Hale Aarnes
Stephens College
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